

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently Amended) A method for capturing metadata in a captured scene, the method comprising:

(a) determining attributes in the scene, which may be used for deriving metadata about the scene;

(b) after image capture of the scene, reading the metadata of the captured scene from a digital representation of the captured scene; and

(c) uniquely processing the digital representation providing commercial advertisements or coupons based on the discerned metadata.

2. (Canceled)

3. (Currently Amended) The method as in claim 1, wherein step (b) includes discerning facial characteristics in the scene ~~or predetermined landmarks~~.

4. (New) The method as in claim 1, wherein step (b) includes discerning landmarks in the scene.